

From: Hajek, Douglas
Sent: Thursday, July 25, 2019 11:39 AM
To: Phillip Dienstag <pdienstag@ring.com>
Cc: Ovington, Alexandra <aovington@vah.com>; Hajek, Douglas <dhajek@vah.com>
Subject: RE: Ring Doorbell Meeting - Arlington Heights

Hello Phillip,

Here is how I see the assignments (and backups) for the positions below:

Partnership POC = Sgt. Hajek / Commander Pinnello

Press POC = Ofc. Ovington / Sgt. Hajek

Social Media POC = Ofc. Ovington / Ofc. Regilio

Investigative POC = Detective Clarke / Commander Pinnello

Community Relations POC = Ofc. Ovington / Detective Clarke / Ofc. Regilio

Patrol POC = Patrol Sgt. Finnerty

Let me know if I have everything covered.

Thanks,
Doug

GENERAL ORDER

NUMBER:

54.2



SUBJECT:

SOCIAL MEDIA

ISSUE DATE:

FEB 26, 2015

RESCINDS:

DISTRIBUTION:

'A'

EFFECTIVE DATE:

FEB 26, 2015

TERMINATION DATE:

INDEFINITE

AMENDED DATE:

JUL 13, 2015

References:

- 820 ILCS 55/10
- See also page 11
- CALEA 54.1.1

PURPOSE:

Social media provides a new and potentially valuable means of assisting the Department and its personnel in meeting community outreach, problem-solving, investigating crimes, examining crime prevention, and related objectives. This policy identifies potential uses for exploration or expansion as deemed reasonable by administrative and supervisory personnel.

The Department also recognizes the role these tools play in the personal lives of some Department personnel. The personal use of social media can have a bearing on Departmental personnel in their official capacity. As such, this policy provides information of a precautionary nature as well as prohibitions on the use of social media by Police Department employees.

This policy is not meant to address one particular form of social media; rather social media in general, as advances in technology will occur and new tools will emerge.

PROCEDURE:

I. Definitions

- A. **Blog:** A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log."
- B. **Digital Media:** Any information or data, to include but not limited to text, graphics, audio, and video, encoded in a machine-readable format, that can be created, viewed, distributed, modified and/or preserved on an electronic device (computer).
- C. **Digital Media Device:** Any device capable of collecting, storing or sharing digital media.

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- D. **Page**: The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.
- E. **Post**: Content an individual shares on a social media site or the act of publishing content on a site.
- F. **Profile**: Information a user provides about himself or herself on a social networking site.
- G. **Social Media**: A category of Internet-based resources, integrating user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, MySpace), microblogging sites (Twitter, Nixle), photo- and video-sharing sites (Flickr, YouTube, Pinterest, Instagram), wikis (Wikipedia), blogs, location based applications (Foursquare, FB Places), instant messaging services (Windows Live, Google Talk), short message service (texting), multimedia messaging services and news sites (Digg, Reddit).
- H. **Social Networks**: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.
- I. **Speech**: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.
- J. **Web 2.0**: The second generation of the World Wide Web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.
- K. **Wiki**: Web page(s) for collaborative editing.

II. On-the-job Use

A. Department-Sanctioned Presence

1. General Guidelines

- a. Where possible, each social media page shall include an introductory statement that clearly

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specifies the purpose and scope of the Agency's presence on the website.

- b. Where possible, the page(s) should link to the Department's official website.
- c. Social media page(s) shall be designed for the target audience(s) such as residents, neighborhood associations, social groups, businesses, youth and/or potential police recruits.

2. Procedures

- a. All Department social media sites or pages shall be approved by the Chief of Police, or designee, and shall be administered by the Department's Community Services Bureau or as otherwise determined.
- b. The Community Services Bureau supervisor shall **retain** a list of Department authorized social media sites, as well as the requisite login and password information provided by the Crime Prevention Officer.
- c. The Crime Prevention Officer shall **maintain** a list of Department utilized social media sites, as well as the requisite login and password information; and provide it to the Community Services Bureau supervisor.
- d. Where possible, social media pages shall clearly indicate they are maintained by the Police Department and shall have Department contact information prominently displayed.
- e. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.
 - i. Content is subject to public records laws. Relevant records retention schedules apply to social media content.

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ii. Content must be managed, stored, and retrieved to comply with open records laws and e-discovery laws and policies.

f. Where possible, social media pages should state the opinions expressed by visitors to the page(s) do not reflect the opinions of the Police Department.

i. Pages shall clearly indicate posted comments will be monitored or reviewed, and the Police Department reserves the right to remove obscenities, personal attacks, off-topic comments, or other comments deemed inappropriate.

ii. Pages shall clearly indicate content posted or submitted for posting is subject to public disclosure.

3. Representative Employee Use

a. Employees representing the Police Department via social media outlets shall:

i. Conduct themselves professionally at all times as representatives of the Police Department and, accordingly, shall adhere to all Department standards of conduct and observe conventionally accepted protocols and proper decorum.

ii. Identify themselves as a member of the Police Department.

b. Department personnel representing the Department via social media outlets shall not:

i. Make statements about the guilt or innocence of any suspect or arrestee, or comments concerning pending prosecutions, nor post, transmit, or otherwise disseminate confidential information, including police reports, photographs or videos, related to Department training, activities, or work-related assignments without

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authorization from the Chief of Police, or designee.

- ii. Conduct political activities or private business.
- iii. Edit account details or register for any social media accounts on behalf of the Department, absent approval of the Chief of Police, or designee.
- c. Use of personally owned digital media devices to manage the Department's social media or social networking activities is prohibited without approval by the Chief of Police, or designee.
- d. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to social media or social networking sites.

B. Potential Uses

1. Social media is a valuable investigative tool when seeking evidence or information about:
 - a. Crimes against persons or property;
 - b. Missing persons tips;
 - c. Wanted persons;
 - d. Gang participation;
 - e. Crimes perpetrated online (i.e. cyberbullying, cyberstalking)
2. Social media can be used for community outreach and engagement by:
 - a. Providing crime prevention tips, law updates, crime alerts, special event alerts, and information about current crime trends and scams;
 - b. Offering online-reporting opportunities;

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- c. Sharing crime maps and data; and
 - d. Soliciting tips about unsolved crimes (i.e. Crime stoppers)
- 3. Social media can be used to make time-sensitive notifications related to:
 - a. Road closures,
 - b. Weather emergencies, and
 - c. Missing or endangered persons.
- 4. Social media is recognized as a valuable recruitment mechanism for persons seeking employment opportunities and volunteer positions. The Department shall utilize the internet and social media for this purpose.
- 5. The Police Department has an obligation to include Internet-based content when conducting background investigations of job candidates.
 - a. Searches should be conducted by trained background investigators.
 - b. Persons authorized to search Internet-based content should be deemed as holding a sensitive position.
 - c. Search methods shall not involve techniques in violation of existing law.
 - d. Vetting techniques shall be applied uniformly to all candidates.
 - e. Every effort must be made to validate Internet-based information considered during the hiring process.
 - f. Pursuant to 820 ILCS 55/10(b)(1), prospective employees may not be requested or required to provide passwords or account information in order to gain access to the prospective employee's account or profile on a social media or networking site.

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III. Personal Use - Precautions and Prohibitions

Barring state law, Village policy or binding employment contracts to the contrary, Department employees shall abide by the following when using social media.

- A. Department employees are free to express themselves as private citizens on social media and social networking sites to the degree their speech does not impair working relationships of the Police Department for which loyalty and confidentiality are important, impede the performance of duties, impair discipline and harmony among coworkers, or negatively affect the public perception of the Department.
- B. As public employees, Police Department personnel are cautioned speech on- or off-duty, made pursuant to their official duties; that is, that owes its existence to the employee's professional duties and responsibilities; is not protected speech under the First Amendment and may form the basis for discipline if deemed detrimental to the Police Department. Department personnel should assume their speech and related activity on social media sites will reflect upon their office and the Department.
- C. Department employees shall exercise good judgment and demonstrate personal accountability when choosing to participate on social media and social networking sites. Employees should consider the possible adverse consequences of social media and social networking, such as discipline, impact on future employment, cross-examination in criminal cases, public as well as private embarrassment, and the safety of family members.
- D. In addition to those bans as outlined in *General Order #11.5 - Use of Department Computers*, employees are prohibited from the following activities related to social media or social networking:
 1. Use of Department computers or cell phones/devices to participate in social media or social networking, unless permission is granted for investigative or public information purposes, in the performance of their official duties.

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2. Using any social media or social networking platform while on duty, unless permission is granted for investigative or public information purposes, in the performance of their official duties.
3. Using any Department or Village property to include logo, patch, badge, uniform or similar identifying item on any personal social media or social networking site.
4. Using any digital media with a departmental reference for any personal reason, in any manner which is detrimental to the Department or Village's reputation, or in any manner which purports the official sanction, sponsorship or authority of the Department.
5. Divulging information to which they have access as a result of their employment; make any statements, speeches, appearances, and/or endorsements; or publish materials that could reasonably be considered to represent the views or positions of this Department or the Village without express authorization.
6. Collecting, posting, transmitting and/or disseminating any text, photograph, audio, video, or any other multimedia file, via any digital media device, pertaining to any other member of this Department or Village employee without their permission.
7. Collecting, posting, transmitting and/or disseminating any text, photograph, audio, video, or any other multimedia file, via any digital media device, unless granted explicit permission from a supervisor, related to:
 - a. Any investigation, both current and past, of the Department
 - b. Any current or past action of the Department, either in homage or critique
 - c. Any occurrence internally within the Department.
8. Posting, transmitting and/or disseminating any of the following types of material:

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- a. Sexually obscene, exceedingly violent, racial, or ethnically derogatory material, comments, pictures, artwork, video or other reference
 - b. Forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, any religion, sexual orientation or any protected class of individuals
 - c. Forms of speech that promote or glorify the use of cannabis or controlled substances, the commission of a crime, or the abuse of alcohol
 - d. Forms of speech that promote or glorify treasonous acts or the overthrow of the government
9. Posting, transmitting and/or disseminating any digital media pertaining to official Department training, activities or work-related assignments without the approval of the Chief of Police.
 10. Posting, transmitting, disseminating and/or referencing weaponry owned by the Department.
 11. Posting, transmitting and/or disseminating personally owned weaponry, if such display or depiction promotes or glorifies violence.
 12. Posting, transmitting and/or disseminating any form of visual or personal identification by or about officers who are or who may reasonably be expected to work in undercover operations.
 13. Identifying, disclosing or representing oneself as an employee or officer of the Arlington Heights Police Department.
 14. Maintaining personal social media accounts while assigned to an undercover position. Undercover assignments include, but are not limited to, an appointment as a drug task force officer.
- E. Department employees are responsible for the content on their social media and social networking site(s). Employees shall remove any posting or material contributed by others that reflects negatively upon the

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Department or violates any other provision of this policy.

- F. Department employees should be aware privacy settings and social media and social networking sites are constantly in flux, and they should never assume personal information posted on such sites is protected.
- G. Department employees should expect any information created, transmitted, downloaded, exchanged, or discussed in a public online forum may be accessed by the Department at any time without prior notice. Employees should also expect any such information will exist in some electronic form forever, whether on the original site or copied to some other site or memory storage.
- H. Department employees should be aware they may be subject to civil litigation for:
 - a. Publishing or posting false information that harms the reputation of another person, group, or organization (defamation).
 - b. Publishing or posting private facts and personal information about someone without the person's permission, has not been previously revealed to the public, is not of legitimate public concern, and/or would be offensive to a reasonable person.
 - c. Using someone else's name, likeness, or other personal attributes without the person's permission for an exploitative purpose.
 - d. Publishing the creative work of another, trademarks, or certain confidential business information without the permission of the owner.
- I. Department employees are encouraged to seek the guidance of supervisors regarding any posting that may adversely reflect upon their professionalism or integrity, as well as the professionalism or integrity of the Department.
- J. Any Department employee becoming aware of, or having knowledge of, Social Media content in violation of the provisions of this order shall notify his/her supervisor immediately.

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- K. Any supervisor who becomes aware of Social Media content in violation of the provisions of this order shall determine whether it can be handled and resolved at the line supervisory level, or referred to the Deputy Chief of the Administrative Services Division for a formal investigation, consistent with *General Order 52.1 - Internal Affairs*.

IV. Internal Investigations

- A. Employees who are brought under administrative or internal investigation should be aware any social media or social networking site postings or activities, existent in the public domain, are subject to review by investigating officers.
- B. The Department may examine, through a criminal or administrative investigation, any web sites, social media or social networking activity (existing in the public domain) which are deemed inappropriate, bring discredit to the Department and/or its employees, or promote misconduct, whether there is an employment association or not.
- C. Pursuant to 820 ILCS 55/10(b)(1), employees may not be requested or required to provide passwords or account information in order to gain access to the employee's account or profile on a personal social media or networking site.
- D. Failure to cooperate with an internal investigation may result in further disciplinary action, consistent with *General Order 26.1 - Rules of Conduct*.

REFERENCES:

Arlington Heights Police Department Operations Manual -
 - General Order #11.5 - Use of Department Computers
 - General Order 52.1 - Internal Affairs
 - General Order 26.1 - Rules of Conduct, Section 2.37 -
 Cooperating with Department Investigations (September 9, 2014, or
 as thereafter amended)

820 ILCS 55/10 - Right to Privacy in the Workplace Act